



## Resume

# Torbjörn Brange

## Digital Experience Lead

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📍 Malmö, Sweden

### About

20+ years of experience in UX, CX and Service Design, with a proven ability to craft impactful, intuitive digital experiences that align user needs with business goals. Deep understanding of complex digital ecosystems across web and mobile platforms, combined with strong skills in creative problem solving, behavioral insights, research and design storytelling to shape engaging customer experiences.

Extensive experience leading research initiatives, continuous user testing, translating insights into actionable design decisions. Has contributed to roadmap, product strategy and product vision as part of product management teams for digital product suites in multinational environments.

Actively incorporates emerging AI capabilities into design practice, as well as prompt-based workflows for research synthesis, ideation, and communication. Familiar with AI design patterns and evolving frameworks for human-AI interaction (e.g. HTIL), with pragmatic focus on how to augment user value, decision making and experiences with AI.

Collaborative team player with an entrepreneurial mindset who thrives in fast-paced environments, effectively prioritizing and balancing tasks. Experienced in facilitating workshops and enabling cross-functional alignment from discovery through delivery. Strong focus on creating frictionless, meaningful experiences that resonate with users and deliver measurable outcomes.

### Experience

#### Sr UX Consultant / Brange UX

OCT 2025 - Ongoing

Freelance UX/UXR/Service Design

#### Team Lead, UX / B3 Grit

MARCH 2023 - JULY 2024

Team lead UX and responsible for B3 Grit UX offer. Coaching of team members, as well as serving clients such as IKEA and Sparbank National Corporation as UX consultant

#### Lead UX Designer / Visma

MARCH 2017 - MARCH 2023

Lead UX for HRM product suite, in charge of concept design, user research & UX prioritization. Introduced Agile UX, business & needs analysis, etc

#### Sr. UX Architect / CGI

APRIL 2010 - FEB 2017

Concept architect & Digital strategist focused on Definition & Vision Phase. Handled User Research, strategic prioritization & requirements concerning UX & CX.

#### UX Architect / Digitas LBi

FEB 2007 - JAN 2009

Developed concepts for external websites & apps. Performed user research, developed personas, scenarios & concepts proposals.

#### UX Consultant / Brange UX Design

SEP 2003 - MARCH 2010

Freelance UX Consultant & Advisor.

### Case examples

#### Public Business Suite HRM

Introduced Axile UX as UX Lead for a major HRM platform. Set up guidelines, created personas, based on research which revealed user needs & requirements. UX redesign based on research. Initiated setup of a framework for continuous collection of user & customer feedback.

<https://brange.se/visma-public-business-suite-hrm-case/>

#### Collab User Journey Mapping

Created method for field research, revealing process flaws by providing users frequent tasks card which are used to map flows

<https://brange.se/collaborative-user-journey-mapping/>

#### Inter IKEA - PTAG Scanning pages

Developed concept for store sales people, providing data about scanned articles and customers' interest, thereby improving ability to adapt offers and improve sales.

#### Skånetrafiken Digital CX Journey

Drove project as Digital strategist. Revealed pivotal touch-points by mapping Customer Journeys for Personas derived from secondary research on a tight schedule saving project from breakdown.

Portfolio available here [www.brange.se](https://www.brange.se)

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## Education, training & certificates

### Design Sprint Certification

/ AJ&Smart  
SEPTEMBER 2024

### Google Analytics IQ Certificate

/ Google IQ Academy  
SEPTEMBER 2016

### Web design & .NET programming

/ Malmö University  
SEPTEMBER 2002-JAN 2003

### Interaction Design, Master level

/ Malmö University  
SEPTEMBER 2000-JUNE 2020

### Digital Design

/ INET  
AUGUST 1999-JANUARY 2000

### Behavioral science, Economy & HR

/ University of Lund  
AUGUST 1988-JUNE 1990

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## Languages

**Swedish** / Native language

**English** / Fluently written & spoken

**Danish** / Fairly fluently, spoken

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## Skills

### Design & Research Skills

- User Experience Design
- Service Design
- User Research (Qual & Quant)
- User Test/Evaluation (Heuristic, Think aloud etc)
- Personas & Scenarios
- Prototyping (Low to High Fidelity)
- Use case/user stories

### Design Leadership

- Team Leadership & Mentorship
- Coaching Cross-Functional Teams
- Fostering Culture of User centricity, Collaboration & Innovation
- Stakeholder Engagement/Alignment
- Change Leadership in Design Teams
- Alignment Business, Tech & Design
- Improving UX/CX Maturity in Org.

### Tools & Technology

- UX/CX Research & traffic analysis (InMoment, Optimal, Google Analytics)
- Online Collab. (Miro, Mural, Figjam)
- Wireframing (Figma, Axure., Balsamiq)
- Analytics & Insights Tools (Google Analytics, Hotjar)
- Requirements management (Jira, Confluence, DOORS)
- AI (ChatGPT, Gemini, Figma Make, NotebookLM)

### Project & process

- Strategic Frameworks (BMC, SWOT, Porter's 5 Forces)
- Scrum, Lean UX, Agile UX
- Continuous research & Delivery
- Service Design
- Jobs To Be Done

### Strategic Design

- Product Strategy & Roadmapping
- Design Strategy Implementation
- Workshop facilitation (Design sprint, Strategy, Framing, Ideation)
- Journey Mapping & Blueprints
- Needs analysis (Business & CX/UX)
- KPI Definition & Outcome Tracking
- Business Process Analysis

### Soft Skills

- Empathy & Active Listening
- Problem-Solving, Reframing & Critical Thinking capability
- Communication (Verbal & Visual)
- Collaboration & Teamwork
- Storytelling
- Flexibility & Adaptability